



United States Department of Agriculture
National Agricultural Statistics Service



Wisconsin Strawberries - 2010

Wisconsin Field Office P.O. Box 8934 · Madison, WI 53708-8934
(608) 224-4848 · (608) 224-4855 FAX · www.nass.usda.gov/wi E-mail: nass-wi@nass.usda.gov
Cooperating with the Wisconsin Department of Agriculture, Trade and Consumer Protection

January 28, 2011

Strawberries

Wisconsin strawberry production totaled 41,000 hundred-weight (cwt.) in 2010, down 6,000 cwt. from the previous year. Farmers harvested 710 acres, a decrease of 60 acres from 2009. Average yield per acre, at 58 cwt., was down from last year. The average price rose 1 percent to \$1.57 per pound. Pick your own strawberries averaged \$1.29 per pound, while pre-picked berries average \$2.31 per pound. Nationally, 56,990 acres of strawberries were harvested for a total production of 28.5 million cwt. The average U.S. price per pound was 78.8 cents.

STRAWBERRIES: Acreage, Yield, Production, and Value, Selected States, 2010

State	Planted	Harvested	Yield per acre	Production	Price per cwt.	Value of production
	Acres		Cwt.	1,000 cwt.	Dollars	1,000 dollars
WI	820	710	58	41	157.00	6,437
CA	38,600	38,600	670	25,829	69.60	1,796,574
FL	8,800	8,800	220	1,936	187.00	362,032
NC	1,600	1,500	120	180	135.00	24,300
OR	2,100	1,900	125	235	69.10	16,240
WA	1,500	1,500	83	125	61.10	7,640
US	58,170	56,990	500	28,501	78.80	2,245,319

Source: USDA, NASS, WI FO

Audra Hubbell,
Research Analyst

Robert J. Battaglia,
Director